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Media Release

Discussing Tourism in the regions

Tourism businesses around New Zealand are being invited to discuss the big challenges and opportunities facing them and their region at a series of events organised by Tourism Industry Aotearoa.

Starting in Queenstown on 12 July, TIA will take the one-day [Discussing Tourism](#) events to six locations around the country - Queenstown, Christchurch, Nelson, Wellington, Rotorua and Auckland.

“Building on the success of last year’s TIA regional events, the programme will focus on business learning and connecting local businesses with industry leaders. This year we have renamed the one-day events Discussing Tourism to highlight that this is an interactive programme,” says Chris Roberts, TIA Chief Executive.

TIA’s Advocacy Team will tell attendees how they can become an effective advocate for tourism in their region.

“With the local government election just months away, now is the time for tourism operators to lobby their councils to ensure they understand the importance of tourism to their community and to introduce tourism-friendly policies,” says Mr Roberts.

The programme also includes presentations from the Ministry of Business, Innovation & Employment and Qrious consultancy about new tourism insight and marketing tools to help with business decision-making.

Several speakers will provide guidance on dealing with the pressures of visitor growth and how to manage a rapidly growing business.

“One of those pressures is recruiting staff. With many tourism operators relying on migrants to help fill vacancies, Immigration New Zealand will provide an update on new initiatives to help fast-track the work visa process.”

Mr Roberts says attendees will also have an opportunity to discuss the big challenges of growth from a local perspective, plus plenty of time for networking.

“Discussing Tourism will be a lively and thought-provoking day with lots of practical tools and tips attendees can take away and implement in their own business.

“We’ve had great support from the host regional tourism organisations, and from Discussing Tourism Partner Westpac.”

Find out more on the [Discussing Tourism website](#).

TOURISM INDUSTRY AOTEAROA

Level 4, 79 Boulcott Street, PO Box 1697, Wellington 6140, New Zealand

P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz

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Discussing Tourism is also supported by the [Tourism Industry New Zealand Trust](#).

For further information, please contact:

Ann-Marie Johnson
Communications Manager
Tourism Industry Aotearoa
DDI: 04 496 5001
Mobile: 027 600 4565
Email: ann-marie.johnson@tia.org.nz
www.tia.org.nz
www.tourism2025.org.nz

KEY FACTS

- Tourism in New Zealand is an \$81.6 million per day industry. Tourism delivers around \$32 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$49 million in economic activity every day
- Tourism is one of New Zealand's biggest export industries, earning \$11.8 billion or 17.4% of New Zealand's foreign exchange earnings (year ended March 2015)
- 12.1% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 295,908 people are working in the visitor economy
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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